

QUALITY
FIRST
THEN
QUANTITY



THE ECHO

NOT
HOW MUCH
BUT
HOW WELL

Vol. 8; No. 11

PISGAH FOREST, N. C.

November, 1946

Announce Plans For Christmas Parties

INITIAL SHOWING OF COLOR-FILM OF ECUSTA A SUCCESS

Birth And Growth Of Outstanding Local Plant Vividly Pictured

After several months in the making, the color-movie, "Ecusta—The Romance of Paper Making" has been released and the premiere showing in the Ecusta cafeteria Thursday, Nov. 21, to more than 1000 employees and invited guests, was highly successful.

The movie, a full-length film with appropriate music and a narrator with a voice resembling that of the currently popular "March of Time", vividly shows the birth and the growth of America's leading manufacturer of cigarette paper.

The story begins before World War II and brings out the fact that at that time the American cigarette industry was dependent upon the rag pickers of Europe, for America imported cigarette paper from France and the French mills made the paper from rags collected from all of Europe.

President Straus foresaw the necessity of finding another source of supply of cigarette paper in the event of war. The movie pointed out the struggle to manufacture cigarette paper from flax instead of rags and the final success of this method.

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ECUSTA AWARDED GARDEN PLAQUE

Companies Are Recognized For Work In Greater Food Production

National Garden Institute, of New York, has notified us that our companies have been awarded its most coveted trophy for 1946. This is the fourth year that this plaque has been presented to the companies, and represents work of the employees in continuing a vigorous war-time gardening program through our first peace-time year.

The plaque is awarded in the name of Ecusta, but Champagne and Endless Belt are also recognized as participants. Quoting from the awards material: "This includes employees of Champagne Paper Corporation and Endless Belt Corporation, two companies which are

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Thanksgiving Day 1946

Our Companies joined with the community on November 28th of this year in offering thanks for the many benefits bestowed upon us.

Despite the ravages of war, the political and social upheavals in many lands, and the economic uncertainties created by national and international crises, we at Pisgah Forest have been blessed with peace, and with a generous share of the good things of life.

Our operations have happily escaped many of the obstacles to prosperity so common in many other industries and areas. Our products have been honestly made and are in continuous demand. We have been granted the chance to provide our fellow citizens with uninterrupted employment throughout the year. For these and many other blessings we give our thanks.

That the coming year may bring a full measure of prosperity and happiness to the world, to our nation, and to our own community, is the wish of our company and all its officers.

HARRY H. STRAUS, President,
Ecusta Paper Corporation.
Champagne Paper Corporation.
Endless Belt Corporation.

Coal Strike May Hit Ecusta, Fuel Shortage May Halt Rail Shipments

Continued Idleness Would Hamper Electrical Supply Here

As a result of the present difficulties in the coal fields, the Ecusta Paper Corporation is anxiously awaiting word as to how long it will receive the electrical power which is so important to the continued operation of its plant.

While the company has an adequate supply of coal on hand for all necessary purposes other than electricity, a substantial portion of this power is purchased from the Duke Power company. Thus, continued operations at Ecusta depend largely on how long the coal pile of the Duke Power Company will permit it to provide Ecusta with uninterrupted power.

Another source of concern to Ecusta is the possible interference with its receipts of the essential and scarce chemicals used in the manufacture of its products. Practically all these chem-

icals arrive by rail. Any interruption of rail transportation resulting from the strike of the Lewis-A. F. of L. coal miners would in turn deprive Ecusta of these essential ingredients, thereby seriously hampering production.

Turkey Dinner Is Enjoyed At Ecusta

For many Ecustans, as well as for many other industrial workers in the county, Thanksgiving was another work day.

Those who worked in the plant here, however, enjoyed a delicious turkey dinner served in the Cafeteria without cost to them.

Other Ecustans celebrated the Turkey day by attending church services, family reunions, hunting and seeing the high school football game in Brevard. Thursday night a number of persons saw the movies that were shown in the Cafeteria.

YULE PROGRAMS FOR CHILDREN TO BE HELD DEC. 21

Employee Parties To Start December 19. Santa To Be On Hand

The Children's Christmas parties will be held in the Cafeteria again this year. The date set for the parties is Saturday afternoon, December 21st. and children of all employees of the companies are cordially invited to attend.

As has been the custom in the past, the Superintendents and Foremen in the various departments will distribute tickets to the employees for their children. Since there are too many children to be accommodated at one time, the practice of having several parties during the afternoon will be followed again this year. Tickets will be distributed several days before the parties and each ticket will have the time marked on it so that each employee will know exactly when to bring his children.

The shift buses will be used and the schedule will be posted on each bus.

Santa Claus and his helpers will be there and will, as usual, have a Christmas present for each child. There will also be a showing of children's movies.

Employees' Parties Start 19th
The Employees Christmas parties will be held in the cafeteria
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SMITH TO ASSIST PRES. STRAUS

Experienced Executive Joins Executive Staff Of The Company

As announced by President Harry Straus on November 1st., Rosser J. Smith has joined the executive staff of Ecusta. In making this announcement, Mr. Straus stated that Mr. Smith would assist him in handling the many details incident to the continued development of the business.

With Mr. Smith's assistance, Mr. Straus said he expects to be able to give more of his own time to the welfare of employees, customer relationships, and to plans for future expansion of production and sales.

Mr. Smith, who is a native of Portsmouth, Va., has been associated with the company for many years.
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